



## E-Business Journal

### Chamber Calendar

- **Chamber Board of Directors Meeting -**  
Tuesday, Feb. 8 at  
4:00p.m. Chamber Offices
- **Multi Chamber Annual Business 2 Business Expo and Mixer -**  
Thursday, Feb. 10  
Seminars begin at  
3:30p.m. Expo & Mixer  
from 4:30 to 7:00 p.m.
- **Chamber Breakfast -**  
Wednesday, Feb. 23  
Holiday Inn-Buena Park  
7:00a.m. - Ted Kim,  
Ameriko, "How to  
Connect with the Korean  
American Market in So.  
Cal."

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### Annual Multi Chamber Business 2 Business Expo & Mixer

Network and generate business contacts with neighboring city businesses. Buena Park, La Mirada, La Palma and Stanton Chambers team together to bring YOU a bigger, better and successful event on Thursday, February 10th at the Knott's Berry Farm Resort Hotel, 7675 Crescent Avenue, Buena Park. Hours are 4:30 to 7:00 p.m. with the following seminars from 3:30 to 5:00 p.m.



Photos from 2010 Business 2 Business Expo  
Photo Credits - Loreen Berlin, Photos by Loreen



State Farm Insurance - John Webb

### "Social Media Marketing Made Simple"

presented Kelly Flint, Constant Contact

This exciting and dynamic workshop covers Social Media strategies and best practices that will help you get the most out of your time, develop relationships, and grow your business. And about social media tools, which includes Facebook, Twitter, and LinkedIn...how they interact together; ways to leverage their strengths; and how you can evaluate the best use for your business or organization.

### "SCORE 411 - Develop a Successful Business Plan"

presented by Carl Woodard

Carl Woodard is chairman of the Orange County chapter of SCORE...Counselors to America's Small Business. SCORE is a national organization offering counseling to small businesses free of charge. This organization is comprised of successful, generally retired, men and women who share their real-life experience with people beginning new businesses and with those who want to improve businesses which already exist. Carl joined SCORE Orange County five years ago and is in his second year as chairman. Besides personally counseling business owners, he presents workshops on Marketing and Sales Promotion; Selling Techniques that Work; and Developing a Successful Business Plan.



Knott's Berry Farm Resort Hotel  
Catering

### "Americans with Disabilities Act (ADA) Access Tips That You Should Be Aware"

presented by David Marshall

David Marshall was born in England and immigrated to the US in 1989. He was recruited out of high school by the then biggest computer manufacturer in America, Packard Bell. While there, he made substantial improvements to their software installation process that would save the company millions. David helped start Yours Truly Accessibility because his mother is becoming increasingly disabled and a huge majority of businesses do not cater to differently-abled customers. His familiarity with the ADA and the California Building Code (CBC) has made the most complete auditing to date, processing over 1600 unique access checks to assure compliance with the law.



OneWest Bank

### "Identify Strategies to Keep the Health Care Rates Low and Morale and Health High"

presented by Bill Hammett

Bill Hammett, President of Hammett Health Insurance Services, a full service Health, Life, Dental, Vision and Senior Plan insurance agency. Bill's specialty is helping business owners with 5-250 employees identify insurance strategies with outside the box solutions that keep the annual rate increases low while keeping employee morale and health high.

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**Buena Park Area  
Chamber of Commerce  
2010-11**

**Executive Committee**

Chairman  
Sylvia Woodside  
*Investment Advisors  
International*

Chairman-Elect  
Tyler Mortensen  
*A-American Self Storage*

Vice Chairman  
Community Affairs  
Patricia Neill  
*Buena Park Downtown*

Chief Financial Officer  
Hector Valiente  
*OneWest Bank*

Immediate Past Chairman  
Duane Townsend  
*Aflac*

**Board of Directors**

Loreen Berlin  
*Photos by Loreen*

Dennis Fyda  
*Holiday Inn Buena Park*

John Heffernan  
*AT&T*

Lily Otieno  
*Infinity Business Solutions*

Don Prescott  
*Knott's Berry Farm Resort  
Hotel*

Diana Ramsey  
*Simpson Buick, GMC*

Christine Rodarte  
*American First Credit Union*

Tom Roepke  
*Yamaha Corporation of  
America*

Terry Sorgdrager  
*Kentucky Fried Chicken*

**Chamber Staff**

Denise Simmerman  
*Interim CEO*

Christine Gaytan  
*Office Administrator*



**Chairman's Message  
by Sylvia Woodside**

Once again the State of the City by Rick Warsinski did not disappoint! Every year he and his staff come up with novel ideas (including having the Chairman of the Board nervously await his delayed entry). It was great to see so many businesses participating in the event and to find out what plans the city has in the making. Sitting through the presentation makes one proud to be part of Buena Park city and its businesses.

We would like to ask all our members to continue supporting the Chamber by attending and participating in the many different meetings and events throughout the year. These meetings are designed to help YOU, our Chamber member, GROW your business.

Look forward to some interesting upcoming breakfast speakers. Make sure to check our website calendar for more information...www.buenaparkchamber.org.

**'State of the City' address, informative and entertaining**

By Loreen Berlin

The Buena Park Area Chamber of Commerce hosted the "State of the City" Luncheon Thursday, Jan. 27, at the Holiday Inn-Buena Park. City Manager Rick Warsinski made his presentation after he rode into the ballroom on a real live horse.

**Plans for Buena Park:**

- Redevelopment Agency acquired 15 acres, needed for positive transition
- E-Zone - main focus for 2011, to join Buena Park Downtown/Entertainment areas
- City working with Ripley's Believe It Or Not! to develop former Movieland Wax Museum
- Pirates Dinner Adventure - New show inside, Pirate Ship out front
- Medieval Times - new themed entrance
- Former Ripley's Believe It Or Not! - "Torches Restaurant"
- Hampton Inn - converting to Marriott Fairfield.
- Five-acre site on Beach Blvd. planned for Hampton Inn
- Knott's Berry Farm broke ground - "Windseeker" ride
- City finalizing Civic Center - new facility behind City Hall to house Parks and Recreation
- Buena Park has Youth Sports and Eggstravaganza for young people

**General Plan update:**

- General Plan encompasses next 10 to 20 years - City's "road map" for future development
- Central Buena Park - mixed-use - residential and commercial property
- Former Nabisco Site - "South West Carpenters" 100,000 square-foot training facility
- Future companies: "Big Box" such as Home Depot - new restaurant; High Speed Rail
- Village Circle - Pedestrian-oriented retail center
- Redeveloped areas - to better serve the city and to create a "true destination" for Buena Park
- Buena Park created a Veteran's Memorial Wall at the Senior Center honoring those who have served and promoted freedom for America.



Photo Credit - Photos by Loreen  
Buena Park City Manager Rick Warsinski ready to dismount his horse in preparation to present the Annual State of the City Address



Photo Credit - Photos by Loreen  
Pictured with Warsinski (from left to right) are Stanton City Manager Carol Jacobs; Stanton City Councilmember Al Ethans; Buena Park City Manager Rick Warsinski; Buena Park City Councilmember Beth Swift; Fullerton City Councilmember Bruce Whittaker; Buena Park Mayor Pro Tem Jim Dow; Buena Park City Councilmember Steve Berry; La Palma Mayor Ralph Rodriguez.



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#### CHAIRMAN'S CIRCLE

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- American First Credit Union
- Buena Park Downtown
- Care Ambulance
- Hands On Mailing
- Investment Advisors International
- Knott's Berry Farm
- Nutrilite
- Park Waste & Recycling



### Chairman's Circle

Are YOU Interested??

Are you looking for high visibility for your company throughout the year? Does a "one-time" annual subscription for sponsorship and event tickets, instead of event by event solicitation, sound intriguing? There are plenty of benefits for becoming a member of the highly recognized Chairman's Circle.

Call or email Denise  
today for more information!

Chairman's Circle Members are General Sponsors of All Chamber